

In the claims:

Please cancel claims 1-5, 7, 11, 13, 20, and 23-27.

Please add claims 28-49.

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28. (Added) A method of controlling backlight illumination of a transmissive display device having a transmissive display panel with a viewing front side a light-receiving rear side, the method comprising:

receiving ambient light at an ambient light diffuser and directing diffuse ambient light toward the rear surface of the transmissive display panel;

illuminating the rear surface of the transmissive display panel with a powered backlight simultaneously while directing the diffuse ambient light toward the rear surface of the transmissive display panel; and

controlling the illumination of the rear surface of the transmissive display panel with the powered backlight according to a detected amount of ambient light.

29. (Added) The method of claim 28 in which the controlling of the illumination of the rear surface of the transmissive display panel includes detecting the amount of ambient light at about the viewing front side of the display panel.

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30. (Added) The method of claim 29 in which the controlling of the illumination of the rear surface of the transmissive display panel includes detecting the amount of ambient light at about the light-receiving rear side of the display panel.

31. (Added) The method of claim 28 in which the controlling of the illumination of the rear surface of the transmissive display panel includes detecting the amount of ambient light at about the light-receiving rear side of the display panel.

32. (Added) The method of claim 28 further including receiving a brightness setting signal indicative of a user selected brightness level and controlling the illumination of the rear surface of the transmissive display panel with the powered backlight according to the detected amount of ambient light and the user selected brightness level.

33. (Added) The method of claim 32 in which controlling the illumination of the rear surface of the transmissive display panel with the powered backlight includes minimizing power delivered to the powered backlight to achieve the user selected brightness level.

34. (Added) A method of controlling backlight illumination of a transmissive display device according to a user selected brightness level, the display device including a transmissive display panel having a viewing front side a light-receiving rear side, the method comprising:

receiving ambient light via an ambient light diffuser and directing diffuse ambient light toward the rear surface of the transmissive display panel;

illuminating the rear surface of the transmissive display panel with a powered backlight simultaneously while directing the ambient light toward the rear surface of the transmissive display panel; and

minimizing the illumination of the rear surface of the transmissive display panel with the powered backlight according to the user selected brightness level and the detected amount of ambient light.

35. (Added) The method of claim 34 in which the controlling of the illumination of the rear surface of the transmissive display panel includes detecting the amount of ambient light at about the viewing front side of the display panel.

36. (Added) The method of claim 35 in which the controlling of the illumination of the rear surface of the transmissive display panel includes

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37. (Added) The method of claim 34 in which the controlling of the illumination of the rear surface of the transmissive display panel includes detecting the amount of ambient light at about the light-receiving rear side of the display panel.

38. (Added) A transmissive display device, comprising:  
a transmissive display panel having a viewing front side a light-receiving rear side;

a transmissive ambient light diffuser through which ambient light passes to form diffuse ambient light that is directed toward the rear surface of the transmissive display panel;

a backlight operable to generate and direct light at the rear surface of the transmissive display panel simultaneously with the diffuse ambient light being directed toward the rear surface of the transmissive display panel;

an ambient light detector for detecting an amount of ambient light at about at least one of the front and rear sides of the display panel; and

a backlight intensity control circuit for controlling the intensity of the backlight according to a detected amount of at about at least one of the front and rear sides of the display panel.

39. (Added) The display device of claim 38 in which the ambient light detector detects the amount of ambient light at about the viewing front side of the display panel. ) w w

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40. (Added) The display device of claim 39 in which the ambient light detector detects the amount of ambient light at about the light-receiving rear side of the display panel. ) w w

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41. (Added) The display device of claim 38 in which the ambient light detector detects the amount of ambient light at about the light-receiving rear side of the display panel.

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cont.

42. (Added) The display device of claim 38 further comprising a user accessible brightness control coupled to the backlight intensity control circuit for providing a brightness setting signal indicative of a user selected brightness level, wherein the intensity of the backlight is controlled according to the detected amount of ambient light and the user selected brightness level.

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43. (Added) The display device of claim 42 in which controlling the intensity of the backlight includes minimizing power delivered to the backlight to achieve the user selected brightness level.

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44. (Added) The display device of claim 38 in which the display panel includes a liquid crystal cell.

45. (Added) The display device of claim 38 further comprising a pivotal coupling between the transmissive display panel and the diffuser so that the transmissive display panel and the diffuser are pivotable relative to each other.

46. (Added) The display device of claim 45 in which the display panel in a viewing position has a bottom edge and a top edge, the pivotal coupling between the transmissive display panel and the diffuser extending along the top edge of the display panel.

47. (Added) The display device of claim 38 further comprising a reflective surface that is positionable by a user to receive ambient light and reflect it toward the rear surface and though the transmissive display panel.

48. (Added) The display device of claim 47 further including a pivotal coupling between the transmissive display panel and the reflective surface so that the transmissive display panel and the reflective surface are pivotable relative to each other.